



WHAT'S IN A NAME? . . . Toni Besset, 513 W. Madison Ave., Montebello, checks while Fred Woodroof, 8892 Bircher Street, Anaheim, stacks one of the thousands of cartons involved in the name-change of General Petroleum Corporation to Mobil Oil Company on Jan. 1.



READY FOR CHRISTMAS . . . Children of the Evangelical Choir of the Bethesda United Presbyterian Church, 1075 W. 36th St., are directed in the all-Christmas music program at the Sports Arena on Dec. 24. From left: choir director, Gabriel Calvo; Elizabeth Macias, 8; Lydia Gonzales, 8; Linda Gutierrez, 9; Robert Chavez, 9; and David Marquez, 6. Supervisor Kenneth Hahn adds his support in the background. The program of Christmas music, which is free to the public, will begin at 9:30 in the morning and will continue until 10 o'clock Christmas eve. Twenty-four church choirs and organists will be participating.

150-Student Program Salutes World's Nations

"Around the World in 80 Minutes," brought forth one of the most colorful displays of foreign costumes at the Madrona School Christmas program. Christmas from other countries was brought to Madrona with more than 150 students participating.

Before an audience of 300 parents, America (present day), France, Germany, Hawaii, Mexico, China, Early America and Puerto Rico came forth with a new meaning of the spirit of Christmas. Each group of children wore their national clothing, danced, had a skit and sang songs in that particular language. In honoring our 50th and newest state the eighth grade girls in colorful mumu's sang Mele Kalikimela meaning "Merry Christmas to You," and doing the traditional hula.

Mrs. Stines and Mr. Ley-

man's seventh grade students used great imagination in making, painting and doing the settings for the stage. Stage hands included Douglas Kents, Mike Vandenberg, Gary Flemings, Chris Shiroda, Sandra Fontaine, Jo Ann McDade, Mary Ann McCusker, Kathy Murphy, Bonnie Jones and Sandra Kenner.

Under the direction of William Forrest, principal, and the faculty, "Around the World in 80 Minutes" became an outstanding success.

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Warne Warns Parents on Yule Gun Gifts

Director William E. Warne of the Department of Fish and Game today urged parents who have bought or are planning to buy their boy or girl a gun for Christmas to make sure the recipient passes a Hunter Safety Training course before being allowed to use it.

"There is no need," Warne said, "for the sometimes tragic Christmases which result when youngsters are not made to realize that the Christmas gun is not a toy."

"There are approximately 2,800 qualified Hunter Safety Instructors in California," Warne continued, "so there is no excuse for the youngsters—and adults too—to fail to receive this training."

Foreign Film Festival Set

Mrs. Edward London of Rolling Hills and Mrs. Donald Finkelstein of Hollywood Riviera are sponsoring a Saturday evening Foreign Film Festival to benefit the Sisterhood of Temple Menorah. The series will be held at the temple at 112 North Catalina Ave., Redondo Beach, and is open to the public.

Six feature films will be shown, each with an award-winning short. Jan. 9th, the Japanese film "Rasho-Mon" will be presented. Jan. 30, the hilarious Sholem Aleichem story will be "Laughter Thru Tears."

"Panther Panchali," an Indian presentation, which has been the winner at five film festivals, will be the next showing on Feb. 27th. Carl Dreyer's "Day of Wrath" will be shown April 2nd followed by Alec Guinness in "Father Brown Detective" on April 23rd.

Concluding the film series on May 21st will be Ingram Bergman's "Torment."

Subscription tickets, at a discount rate, are now going on sale. Further information may be obtained by calling Mrs. Edward London, FR 8-4617 or Mrs. Donald Finkelstein, FR 6-0748.

What Happens When a Company Alters Its Name? Lots, GP Says

From rubber stamps to a 13-story building. From auto registrations to radio stations. From stationery to signs. These are some of the things that have to be considered in a company changes its name.

On Jan. 1, 1960, General Petroleum Corp. will become Mobil Oil Co.

What's in a name (change)?

YOU HAVE to notify employees, customers, shareholders, service station dealers, lessors, lessees, royalty holders, vendors and suppliers, transportation companies, utilities, and hundreds of others.

In the past three months 22 men at General Petroleum have been involved directly in co-ordinating name-change activities. They have been responsible for mailing more than 1,000,000 notices of the company's intention to change its name.

identification tags must be placed on more than 2000 telegraph poles and 200 valve boxes.

Arrangements have to be made to change the listings in telephone books and directories in every city and town where General Petroleum does business in its own name; 200 bank accounts will be changed.

OTHER CHANGES involve motor fuel pumps and marine import licenses and more than 350 business licenses and building permits.

And more than 2800 signs will be changed on oil wells.

The name on the company's main office in Los Angeles will be changed from General Petroleum Building to Mobil Building.

All of this feverish activity is aimed at a goal of January 1 so that a smooth transition from the old name to the new one can be accomplished!

But it isn't easy!

ECONOMY consistent with good business practices has resulted in saving many forms with the General Petroleum name on them.

For example, almost 1,500,000 of copies, with a value of more than \$40,000, will be saved from obsolescence. This will be accomplished by the use of some 3000 rubber stamps on 175 different types of forms.

The handling and shipping

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DEC. 26 - MAR. 10



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There's fun for everyone at Santa Anita — Southern California's great winter spectacle! So bring your family... your friends and have the time of your life at Santa Anita!

NOW! RESERVED SEATS ON SALE BY MAIL!

Now for the first time, you may reserve seats in advance by mail for any racing day of the 1959-60 Santa Anita meeting, December 26 - March 10.

All seats \$1.30 including taxes (regular admission charge to be paid at gate) Grandstand Reserved — every racing day Clubhouse Reserved — all days except Saturdays & Holidays

Write: DAILY RESERVATIONS, enclosing check or money order stating number of tickets desired. Santa Anita Park, Arcadia, California. Make check or money order payable to Los Angeles Turf Club. No reservations by phone.

TRANSPORTATION AVAILABLE DIRECT TO THE TRACK!

It's easy to get to Santa Anita—even if you're not driving. Special buses leave frequently for Santa Anita from many locations in the Greater Los Angeles area. FOR FURTHER INFORMATION CALL YOUR BUS COMPANY

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Christmas Greetings

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TO ONE AND ALL

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